

## CLAIMS

We claim:

1           1.       A system for trading media space, comprising:  
2               a server node operatively connectable to user interfaces for receiving requests for  
3       media space from buyers and offers of media space from sellers, said server comprising a set of  
4       rules for matching one of the requests and one of the offers to form a matched request and offer  
5       pair; and  
6               a delivery system connected to said server node for facilitating delivery of media  
7       content between the buyer and seller of the matched request and offer pair.

1           2.       The system of claim 1, wherein said server node comprises means for  
2       sending notice of the matched request and offer pair to said delivery system, and wherein said  
3       delivery system comprises means for sending the media content of the one of the buyers of the  
4       matched pair to the one of the sellers of the matched pair in response to the notice.

1           3.       The system of claim 1, wherein said delivery system comprises a  
2       switching node connected to said server node, a buyer's content database and a seller's content  
3       database, wherein the media content is delivered from the buyer's content database to the seller's  
4       content database via said switching node.

1           4.       The system of claim 3, wherein said delivery system further comprises a  
2       contents database connected to the switching node, means for receiving and storing the content  
3       media from the buyer when the request is submitted to the server node and storing the content

4 media in the contents database, and means for delivering the content media from the contents  
5 database to the one of the sellers of the matched pair via the switching node.

1 5. The system of claim 3, wherein said switching node is connected to said  
2 buyer's content database and said seller's content database via a file transfer means.

1 6. The system of claim 3, wherein said switching node is connected to said  
2 buyer content database and said seller content database via a file transfer means consisting of one  
3 of an IP network and e-mail system.

1 7. The system of claim 3, wherein said delivery system further comprises a  
2 contents database connected to the switching node, means for receiving and storing the offered  
3 media content from the seller when the offer is submitted to the server node and storing the  
4 offered media content in the contents database, and means for delivering the content media from  
5 the buyer to the offer media content of the seller of the matched pair at the switching node.

1 8. The system of claim 1, wherein said server node is connectable to the  
2 buyers and the sellers via a wide area communication network.

1 9. A method for trading media space, comprising the steps of:  
2 receiving, at a server node, requests for media space from buyers and offers of  
3 media space from sellers;  
4 matching a request of one of the buyers and an offer of one of the sellers at the  
5 server node that satisfy deal execution requirements to form a matched pair; and

6                   delivering the media content from a first database of the one of the buyers of the  
7   matched pair to a second database of the one of the sellers of the matched pair.

1                   10.    The method of claim 9, wherein a switching node is connected to the  
2   server node and said step of delivering includes sending the media content from the first database  
3   to the second database via the switching node.

1                   11.    The method of claim 10, wherein a contents database is connected directly  
2   to the switching node and the first and second databases are connected to the switching node via  
3   a file transfer means consisting of one of an IP network and e-mail system, and said method  
4   includes the steps of downloading the content media from the first database to the contents  
5   database when the request is transmitted to said server node and automatically sending the  
6   content media from the contents database to the second database after said step of matching.

1                   12.    A memory comprising computer-readable instructions for trading media  
2   space, comprising:  
3                   computer readable instructions for receiving, at a server node, requests for media  
4   space from buyers and offers of media space from sellers; matching a request of one of the  
5   buyers and an offer of one of the sellers at the server node that satisfy deal execution  
6   requirements to form a matched pair, and delivering the media content from a first database of  
7   the one of the buyers of the matched pair to a second database of the one of the sellers of the  
8   matched pair.

1                   13. The memory of claim 12, further comprising computer-readable  
2 instructions for delivering the media content from the first database to the second database via a  
3 switching node connected to the server node.

1                   14. The method of claim 13, said computer-readable instructions further  
2 comprising downloading the content media from the first database to a contents database  
3 connected to said switching node when the request is transmitted to said server node and  
4 automatically sending the content media from the contents database to the second database after  
5 the request of the one of the buyers is matched with the offer of the one of the sellers.